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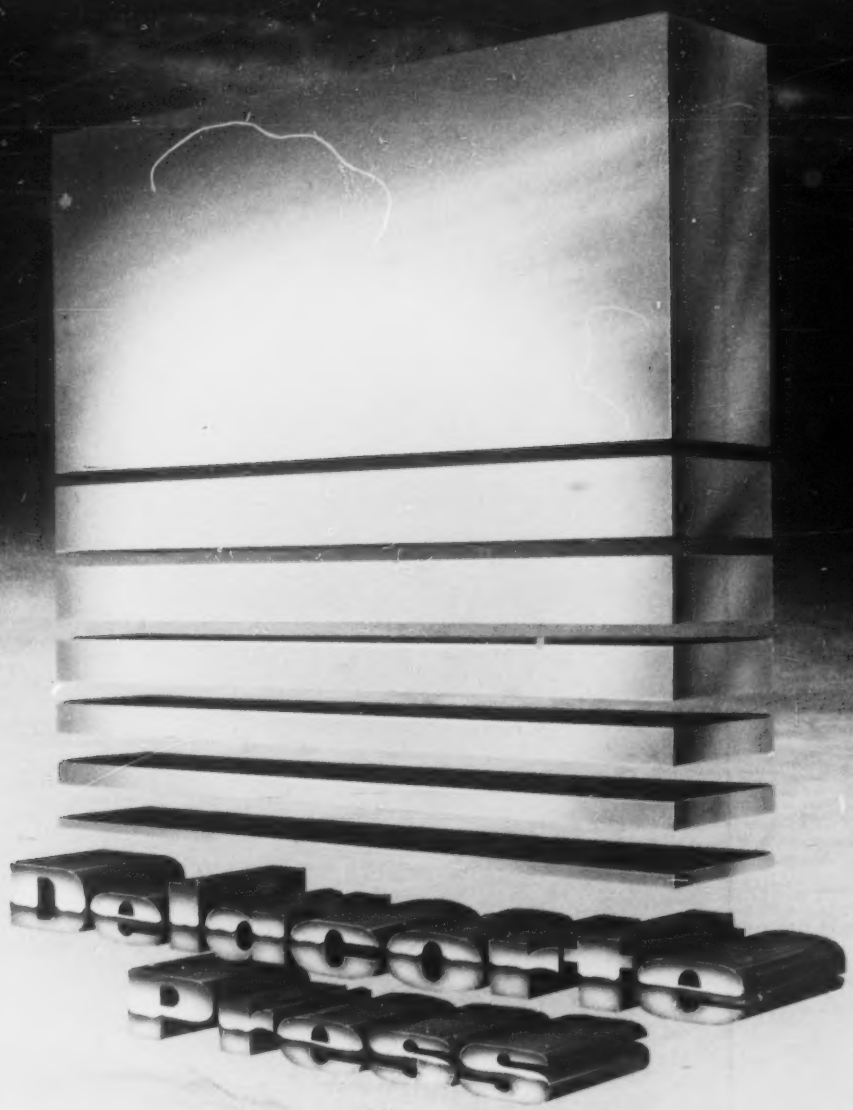

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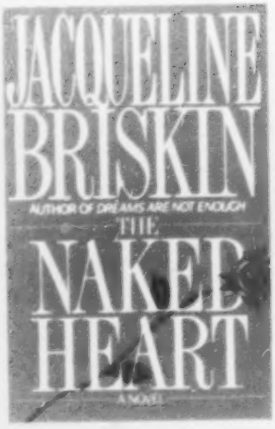

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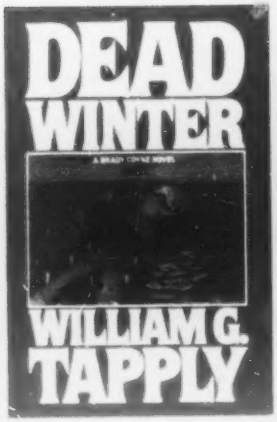

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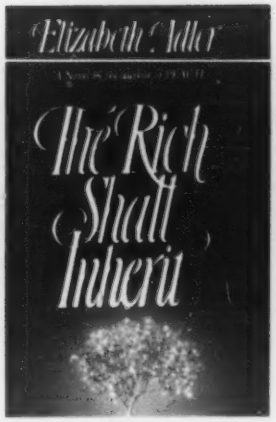

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Long-held past secrets and the present-day search for an heiress to a huge fortune are the center of Elizabeth Adler's latest novel.

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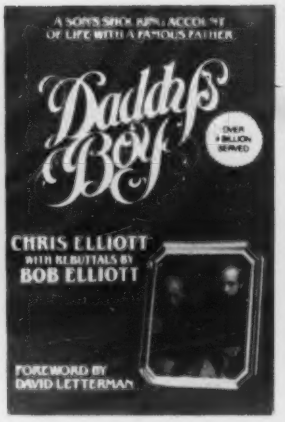

DADDY'S BOY
A Son's Shocking Account of Life with a Famous Father
Chris Elliott with Rebuttals by Bob Elliott
Foreword by David Letterman

Chris Elliott, a regular performer on *Late Night with David Letterman,* tries to take a few cheap shots at his father, but Bob Elliott, of the beloved Bob and Ray comedy team, fights back. The result is a hilarious parody of such bestsellers as *Mommie Dearest.* Illustrated with photographs.

- National Print Advertising
- National Author Tour
- 10-copy Counter Display with Special Header/Pay for 9, Get 1 Free
- June • $12.95/$14.95 Can.
- 29730-0

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Frankfurt Fair Officials Plan Compromise on U.S. Location

Two Frankfurt Book Fair officials returned home February 4 after a series of meetings with top American publishing people and the Association of American Publishers, and said they planned some changes in their scheme to move American participants into a building of their own (News of the Week, Jan. 20).

Fair director Peter Weidhaas and promotion and public relations director Helmut von der Lahr spent several days in discussions in New York and found, said von der Lahr, some "preoccupations and concerns" among Americans about the idea of moving them en masse into Hall 3 from their previous home in Hall 4. "They were not overly happy with it," von der Lahr said. He said the general feeling was that the Americans did not want to be separated from European publishers—"especially with the 1992 issue"—or from the British, with whom they do a great deal of business in the course of the fair.

A compromise plan, which involves moving some Americans, along with some other English-language publishers, into Hall 3, and coordinating a large number of American and British publishers into one of the floors in Hall 4, will now be put to the Frankfurt Fair board at its meeting February 22. "The strength of the English-language publishing marketplace and its relationship to European publishing will be the focus of the changes," von der Lahr said.

But he and Weidhaas insisted that changes involving increased American use of Hall 3 were necessary so that there was room for expansion by the Americans, a number of whom had to be turned away last year for lack of space. The Hall 3 location will also put its occupants much closer to a new Fair entrance, and they will be screened from non-business visitors, a source of complaint in the past.

Hachette Abandons Book Club Venture in France

An attempt by France's number-one communications group, Hachette, to stake a claim on the book club market dominated by the world's biggest book club, France Loisirs (a Bertelsmann-Groupe de la Cité partnership), has failed, and Hachette's publisher has made a public admission of the fact.

The Hachette counterattack had taken the form not of a mail-order catalogue (the Bertelsmann way) but of cut-price books under the logo Succès du Livre, sold in racks in cooperating book stores. Like France Loisirs selections, they were hardbound, in a country which usually does new trade releases in flexible covers.

Launched in 1987 with billboard advertising, Succès seemed to get off to a good start, but sales didn't meet expectations. Publishers outside the Hachette group were reluctant to license rights to the Hachette scheme because of rival Bertelsmann's greater potential. The Succès logo has now been sold to Profrance, a Lyon company specializing in remainder outlets, and apparently will continue to buy licenses.

Meanwhile, Hachette publisher Jean-Claude Lattès announced a doubling of book division turnover (to some seven billion francs—$1.15 billion) with gratifying profits, thanks in large part to the acquisitions of Grolier and Spain's Salvat. —H.R.L.

Goerner Is Atheneum Publisher

Rhoda S. Tillman

Lee Goerner, a longtime editor at Knopf, has been named publisher of Atheneum. Associated with Knopf since 1973 and the winner of the Tony Godwin award in 1979, Goerner replaces Thomas A. Stewart, who left Atheneum late last year.

Books edited by Goerner include *Love in the Time of Cholera* by Gabriel García Márquez, *Dispatches* by Michael Herr, *The Beautiful Room Is Empty* by Edmund White, *House of Spirits* and *Eva Luna* by Isabel Allende and *The Names*, *Running Dog* and *Players* by Don DeLillo.

Of the appointment, Barry Lippman, president and publisher of the Macmillan Adult Trade Group, of which Atheneum is a part, said: "Since its founding almost 30 years ago, Atheneum has earned the reputation for publishing many of the finest authors of our time, including Reynolds Price, Ivan Doig, Edward Albee, James Merrill and Theodore H. White, to name only a few. Lee Goerner's stature among authors and agents will ensure the continuation of Atheneum's distinguished literary tradition."

First Novelist Wins Whitbread

Judges of the Whitbread Book of the Year award surprised the industry and confounded Britain's bookmakers by choosing a first novel instead of Salman Rushdie's *The Satanic Verses* (Viking).

Winner of the £21,500 prize was *The Comforts of Madness* (Constable) by 33-year-old Paul Sayer, who has been working as a nurse in a psychiatric hospital, the milieu of his bleak tale that has been compared to *Metamorphosis*.

Before the announcement, Norton and Delacorte had shown interest in acquiring U.S. rights; now another half-dozen U.S. publishers and a large number of publishers around the world are competing for it, since the prestige of the Whitbread award is considerable. The Book of the Year winner is chosen from the five category award winners, one of which was the Rushdie novel, that were announced last November. —VIVIENNE MENKES

AAP Sales Report for December

Category	% change, December	% change, YTD
Adult hardcover	- 8.7	1.8
Adult paperback	- 2.5	18.2
Juvenile hardcover	8.3	18.6
Juvenile paperback	- 1.0	20.5
Univ. Pr. hardcover	10.5	15.9
Univ. Pr. paperback	12.8	20.9
Bibles, etc.	39.5	3.4
Mass market paperback	17.5	10.0
Book club	- 3.2	0.0
Mail order	9.4	10.5
Sci-tech	- 2.5	9.0
College texts	12.8	11.1
School texts	- 2.1	5.0